



AmeriCorps IN Action

Martin Luther King, Jr. Day of Service

Since 1994, Americans have been honoring the legacy of Dr. Martin Luther King, Jr. by serving their communities. How are you going to serve your community this January 15th?

The Office of Faith-Based and Community Initiatives would like to hear what your organization has planned for the MLK Day of Service in 2007. Please let us know by contacting Sarah Bonilla at (317) 234-4287 or SBonilla@ofbci.in.gov. We will be posting a list of service events throughout the state to our website, <http://ofbci.in.gov/>

If you are interested in learn-



"Everyone can be great because everyone can serve."

-Dr. Martin Luther King, Jr.

ing more about the MLK Day of Service, finding a service project in your area, or spon-

soring a project of your own, visit <http://www.mlkday.gov/>

This website has a wealth of resources, including toolkits for planning and fundraising, as well as examples of other successful MLK Day projects.

Additionally, HelpIndyOnline.com, Service for Peace and the Indiana Civil Rights Commission have launched a statewide online database of MLK Day volunteer opportunities. For more information, visit http://helpindyonline.com/index.php?option=com_content&task=view

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Working with the Media to Promote Your Organization

Getting the word out about your organization can feel like an overwhelming task when it seems that the media doesn't care what you have to say. The Corporation for National and Community Service addresses some key points in getting the media to tell your story, in their semi-monthly newsletter, [on-the-go! e-TA](#).

In order to keep your organization in the news, you need to give reporters stories that are "timely, local and/or someone or something of interest to their readers." Planning your relationship with the media

carefully is also essential to your organization's success. Likewise, having a good crisis communication plan can save your organization in times of disaster.



They offer a few quick tips for working with the media, including:

- prepare well
- select a story that has reader-appeal
- call in the morning
- pitch the story in under one minute
- accept brusqueness and unenthusiastic responses
- call back
- build respect and trust

For more information, as well as news release guidelines and examples, a sample media advisory, information on holding a news conference, and tips for developing a crisis communication plan, see the entire article at:

<http://onthe-go.net/mail/archive/Mid-October2006.html#a3>.

Past issues of *on-the-go! e-TA* are available at: <http://onthe-go.net/mail/>

Program of the Month: AmeriCorps @ Franklin College

"Building a Healthy Community"



AmeriCorps member Frank Pottorff reads to a group of elementary students during a summer literacy camp

The goal of the AmeriCorps @ Franklin College program is to build a healthy community that will enable all residents to thrive by building a countywide collaboration between parents, schools, community members and community organizations and by creating strategies that will help to ensure the health and well-being of children, families and other adults in our community.

The AmeriCorps program at Franklin College was introduced in 2004 through the office of professional development on campus. The program partners with local nonprofit organizations to provide opportunities for college students to further their career goals while also serving the community.

One of the primary goals of the program is to build bridges between the college and the community and among the organizations themselves to create collaborations rather than duplication of efforts.

Franklin's program focuses on three broad categories as the most compelling

needs in Johnson County: mentoring at-risk youth, health/wellness and self-sufficiency for its citizens.

In a year and a half, the Franklin College program has expanded its community partnership involvement to include more than 20 nonprofit organizations, and this year, the program will include 50 students from a variety of majors including sociology, Spanish, psychology, business, education, journalism, political science, recreation and the health professions.

The program coordinators and community supervisors work with AmeriCorps Members to place them at a site that allows them to utilize learning from their major as well as one that matches their interests and their career goals.

During the 2005-2006 school year, 37 students successfully completed the program, with six Members returning for a second term this year. This semester, we have already enrolled 30 new members. Students commit to 300 or 450 hours a year. Franklin College AmeriCorps Members have so far completed more than 15,000 hours of service.

As one director wrote "The value of AmeriCorps is as the TV commercial says..."priceless" to our organization."

The AmeriCorps opportunity at Franklin College offers a unique blending of classroom knowledge, practical skills, risk-taking and expansion of interests to create a beneficial learning experience that will enable the students to make more

informed decisions about their career path. Students also gain a glimpse inside the world of social services and observe the "effects" of life on families within our community.

As one member, Luke Hayworth, described his experience: "[AmeriCorps] has helped me tremendously. I feel that nothing beats hands-on experience and AmeriCorps allows me to be able to go out and work with a very diverse group of people which is exactly what I was looking for."



AmeriCorps members TaLena Black and Amy Rather, biology majors, serve at the Edinburgh-Trafalgar Family Health Clinic

For more information about AmeriCorps @ Franklin College contact Cindy Helmich at chelmich@franklincollege.edu or (317) 738-8569.





AmeriCorps Member of the Month: René Kintner

"After graduating from Franklin College next May with a major in Biology, I plan on working towards my master's degree in Public Health. I would like to continue to serve the public through working with a non-profit organization. I have found working in the nonprofit world to be a very rewarding experience, and I would not have gotten the opportunity to find that out if it weren't for AmeriCorps. I have gained a lot both personally and professionally throughout my AmeriCorps experience, but the most important thing is just realizing how much joy can be brought into one's life by helping others."

René Kintner

René Kintner is serving in her second year as an AmeriCorps Member. This year her assignment is a collaborative project between Partnership for Healthier Johnson County and Esperanza En Jesu Christo, the Hispanic Center in Greenwood that serves Johnson County. René's assignment will be to further develop a dental clinic for the Hispanic population as well as the Johnson County community.

In addition, René will organize and manage a new medical clinic sponsored by St. Francis Hospital that will operate out of the Center. These projects will involve recruiting volunteer dentists and doctors, scheduling patients, soliciting donations of supplies and assuring that the clinics are operating effectively.

René also serves at Whiteland's St. Thomas Health Clinic. She is a Certified Pharmacy Technician and therefore able to assist with the dispersion of medications and educating patients about the medications they are taking. Her expertise is valued and appreciated.

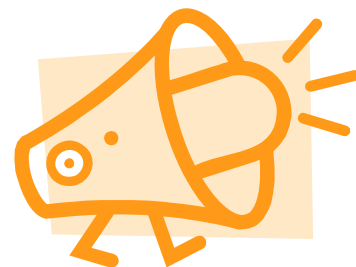
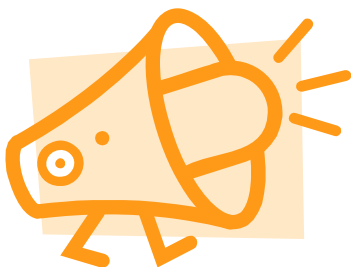
During her first year in the FC AmeriCorps program, René served at the Trafalgar Family Health Center where she conducted research studies to help evaluate the effectiveness of the Center. She interviewed patients to gather information and compiled data from their medical records with regard to the types and the frequency of medications dispensed. The Center is interested in monitoring the use of certain types of drugs, and her projects provided valuable information that will be used to determine future changes in procedures.

René's diverse experiences in the medical field and the opportunity to work closely with the public have helped her to determine what area of the medical field she wants to go into and what direction she should take post college to pursue her career goals. René has utilized her Franklin College AmeriCorps experience for the purpose it was intended. She has served the community well, realized her career goals and enhanced and expanded services for the organizations she has served.

In addition to being involved in the AmeriCorps program, René is active in her sorority (Pi Beta Phi), and she holds a part time job while attending school full time. René's home is in Corydon, Indiana.

Announcements? Events? Ideas?

If your AmeriCorps program has an upcoming event, article idea or accomplishment you would like to highlight in AmeriCorps IN Action, please contact Sarah Bonilla at SBonilla@ofbci.in.gov or (317) 234-4287.



America's Promise study: *Every Child, Every Promise: Turning Failure Into Action*

A new study by [America's Promise](#) identifies five key "promises" that are vital to the social, academic, and civic success of children and youth. These promises are:

- Caring Adults
- Safe Places
- Healthy Start
- Effective Education
- Opportunities to Help Others

This study shows that children who receive at least four out of the five promises are far more likely to succeed than those who receive none or only one promise. Receiving at least four of the five promises also closed or, in some cases, eliminated the gap between white youth and minority youth in areas such as poor school performance and drug use.

The study also revealed several shortcomings on a national level—only 31%

of America's youth are receiving four out of the five promises, enough to ensure they are capable of being successful in life. In response to this disparity, America's Promise aims to change the lives of 15 million disadvantaged youth over the next five years.

The goals outlined by America's Promise, to "change the lives of 15 million underserved young people" over the next five years by fulfilling the five promises, are in line with the five-year strategic plan of the Corporation for National and Community Service (CNCS). The CNCS has been a partner of America's Promise since its creation in 1997 at the Presidents' Summit for America's Future. According to David Eisner, CEO of the CNCS, this study has given national service programs "the tools [they] need to do a better job."

For the full report, see: http://www.americaspromise.org/ECEP.aspx?id=208&ekmensenl=10_submenu_130_bt_nlink

National AmeriCorps Week

The first annual National AmeriCorps Week will be held during the week of the 11th in March 2007. The purpose is to make AmeriCorps a household name, recruit new members and partners, and showcase the program through service projects. AmeriCorps Week will involve national level programming and grassroots events initiated by grantees, members, and alumni.

Furthermore, the OFBCI will salute the work of AmeriCorps during the 2007 Governor's Conference on Service and Volunteerism on March 12th and 13th.

The OFBCI will be hosting a conference call to generate ideas about what AmeriCorps programs can do for AmeriCorps Week and what role the OFBCI will play in supporting their efforts. This call will take place on Monday, December 18th from 2:00 PM to 3:00 PM.

If you are interested in participating, please contact SBonilla@ofbci.in.gov by Friday December 8th.

December 2006: Important Dates

December 11	Periodic Expense Report(s) due for period ending 11/30/06 (one each for PY05-06 and PY06-07)
December 13	ICCSV Meeting, 10:00—3:00 PM Indianapolis, IGC
December 18	National AmeriCorps Week conference call, 2:00—3:00 PM
December 25-26	Christmas Holidays, OFBCI closed



Office of Faith-Based and
Community Initiatives
302 West Washington Street
Room E012
Indianapolis, IN 46204
317-233-4273
www.ofbci.in.gov